



Shift for yourself 1-2-3 or go all-out automatic. New optional SelectShift Cruise-O-Matic lets you do both. Overall Ranchero load capacity now up to 1250 pounds.
 • Handsome interior of Fairlane Ranchero 500/XL. • Right: roomy 6½-foot box has double-wall sides for added strength, one-hand tailgate for easy operation

America's sportiest pickup!

New Fairlane Ranchero with Thunderbird power!

Right from the first look you know something wonderful's happened to Ranchero. It's longer, leaner, with all the promise of excitement you'd expect in a Fairlane. And how Ranchero delivers on that promise! It begins with an optional 390-cubic-inch Thunderbird V-8 — just one of four engines available. Add a fully synchronized four-speed transmission with floor shift — or SelectShift Cruise-O-Matic, that gives you the convenience and the fun of both manual and completely automatic shifting. Complete the picture with individually adjustable, contoured bucket seats, center console, radio/stereo-sonic tape system, and air conditioning. And for the greatest thrill, check Ranchero's price tag. It's the one thing about this beauty that's not big, bold and luxurious. **Fairlane Ranchero/67**



You're ahead in a Ford.